

ORDER



Orders
Order / Rev: 710906
Alt Order #: 06301447
Product Desc: SHERROD BROWN/DSCC
Estimate:
Flight Dates: 09/04/12 - 09/10/12
Original Date / Rev: 09/21/12 / 09/21/12
Order Type: Core

WKYC

Primary AE: Joe Knauer
Sales Office: T-WAS
Sales Region: NAT

Agency
Name: Shorr, Johnson, Magnus/POL
Buying Contact:
Billing Contact:
 1831 Chestnut St. #602
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Brown,S/ Democractic Senate Campai
Demographic: A35+
Product Codes: PL-US Senate
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 08/27/12 | 09/10/12 | 57 | \$56,300.00 | \$47,855.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|----------------|-----------|--------------------|--------------------|-------------|
| September 2012 | 57 | \$56,300.00 | \$47,855.00 | 0.00 |
| Totals | 57 | \$56,300.00 | \$47,855.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Joe Knauer | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|-------|-------------------|-----------------|--|-------|-------------------|---------|-----|-------------|------------|-----|---------------|------|-------|-------------|
| 1 | WKYC | 09/10/12 | 09/10/12 | M-F 7-9a Today Today Show | CM | 7a-9a | M----- | :30 | 3 | \$800.00 | P-3 | 0.00 | NM | 3 | \$2,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 09/10/12 | 09/16/12 | M----- | | 3 | | | \$800.00 | | | 0.00 | | | |
| 2 | WKYC | 09/04/12 | 09/07/12 | M-F 7-9a Today Today Show | CM | 7a-9a | -TWTF-- | :30 | 12 | \$1,000.00 | P-3 | 0.00 | NM | 12 | \$12,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 09/03/12 | 09/09/12 | -TWTF-- | | 12 | | | \$1,000.00 | | | 0.00 | | | |
| 3 | WKYC | 09/10/12 | 09/10/12 | M-F 6-7a Channel 3 News Today @ 6AM | CM | 6a-7a | M----- | :30 | 2 | \$800.00 | P-3 | 0.00 | NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 09/10/12 | 09/16/12 | M----- | | 2 | | | \$800.00 | | | 0.00 | | | |
| 4 | WKYC | 09/04/12 | 09/07/12 | M-F 6-7a Channel 3 News Today @ 6AM | CM | 6a-7a | -TWTF-- | :30 | 8 | \$1,000.00 | P-3 | 0.00 | NM | 8 | \$8,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 09/03/12 | 09/09/12 | -TWTF-- | | 8 | | | \$1,000.00 | | | 0.00 | | | |
| 5 | WKYC | 09/10/12 | 09/10/12 | M-F 5-6p Dr. Phil | CM | 5p-6p | M----- | :30 | 2 | \$700.00 | P-3 | 0.00 | NM | 2 | \$1,400.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 09/10/12 | 09/16/12 | M----- | | 2 | | | \$700.00 | | | 0.00 | | | |
| 6 | WKYC | 09/04/12 | 09/07/12 | M-F 5-6p Dr. Phil | CM | 5p-6p | -TWTF-- | :30 | 8 | \$750.00 | P-3 | 0.00 | NM | 8 | \$6,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 09/03/12 | 09/09/12 | -TWTF-- | | 8 | | | \$750.00 | | | 0.00 | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 09/03/12 | 09/09/12 | -TWTF-- | | 8 | | | \$750.00 | | | 0.00 | | | |

Order / Rev: 710906
 Alt Order #: 06301447
 Flight Dates: 09/04/12 - 09/10/12

Advertiser: Brown,S/ Democratic Senate Campaign
 Product Desc: SHERROD BROWN/DSCC
 Estimate: WKYC

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|----|------|-------------------|-----------------|---------------------------------------|-------|-------------------|--------------|-----|-------------|------------|-----|---------------|--------|-------|-------------|
| 6 | WKYC | 09/04/12 | 09/07/12 | M-F 5-6p Dr. Phil | CM | 5p-6p | - TWTF - - | :30 | 8 | \$750.00 | P-3 | 0.00 | NM | 8 | \$6,000.00 |
| | | 2X PER DAY | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/03/12 | 09/09/12 | - TWTF - - | | 8 | | | \$750.00 | | | 0.00 | | | |
| 7 | WKYC | 09/10/12 | 09/10/12 | M-F 6-630p Channel 3 News at 6p | CM | 6p-630p | M- - - - - | :30 | 1 | \$1,800.00 | P-3 | 0.00 | NM | 1 | \$1,800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | M- - - - - | | 1 | | | \$1,800.00 | | | 0.00 | | | |
| 8 | WKYC | 09/04/12 | 09/07/12 | M-F 6-630p Channel 3 News at 6p | CM | 6p-630p | - TWTF - - | :30 | 4 | \$2,000.00 | P-3 | 0.00 | NM | 4 | \$8,000.00 |
| | | 1X PER DAY | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/03/12 | 09/09/12 | - TWTF - - | | 4 | | | \$2,000.00 | | | 0.00 | | | |
| 9 | WKYC | 09/08/12 | 09/08/12 | Sat 7-8p Sat 7-8p | CM | 7-8p | - - - - - S- | :30 | 1 | \$500.00 | P-3 | 0.00 | NM | 1 | \$500.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/03/12 | 09/09/12 | - - - - - S- | | 1 | | | \$500.00 | | | 0.00 | | | |
| 10 | WKYC | 09/04/12 | 09/07/12 | M-F 730-8p Entertainment Tonight | CM | 730-8p | - TWTF - - | :30 | 4 | \$1,200.00 | P-3 | 0.00 | NM | 4 | \$4,800.00 |
| | | 1X PER DAY | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/03/12 | 09/09/12 | - TWTF - - | | 4 | | | \$1,200.00 | | | 0.00 | | | |
| 11 | WKYC | 09/10/12 | 09/10/12 | M-F 730-8p Entertainment Tonight | CM | 730-8p | M- - - - - | :30 | 1 | \$1,200.00 | P-3 | 0.00 | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | M- - - - - | | 1 | | | \$1,200.00 | | | 0.00 | | | |
| 12 | WKYC | 09/04/12 | 09/07/12 | Tonight Show Tonight Show | CM | 1135p-1237a | - TWTF - - | :30 | 4 | \$750.00 | P-3 | 0.00 | NM | 4 | \$3,000.00 |
| | | 1X PER DAY | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/03/12 | 09/09/12 | - TWTF - - | | 4 | | | \$750.00 | | | 0.00 | | | |
| 13 | WKYC | 09/10/12 | 09/10/12 | Tonight Show Tonight Show | CM | 1135p-1237a | M- - - - - | :30 | 1 | \$800.00 | P-3 | 0.00 | NM | 1 | \$800.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/10/12 | 09/16/12 | M- - - - - | | 1 | | | \$800.00 | | | 0.00 | | | |
| 14 | WKYC | 09/09/12 | 09/09/12 | Sun 9-1030a Channel 3 News Sun 9a | CM | 9a-1030a | - - - - - S | :30 | 2 | \$800.00 | P-3 | 0.00 | NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/03/12 | 09/09/12 | - - - - - S | | 2 | | | \$800.00 | | | 0.00 | | | |
| 15 | WKYC | 09/08/12 | 09/08/12 | SAT TDY NBC Today Show (Sa) | CM | 7a-9a | - - - - - S- | :30 | 2 | \$800.00 | P-3 | 0.00 | NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/03/12 | 09/09/12 | - - - - - S- | | 2 | | | \$800.00 | | | 0.00 | | | |
| 16 | WKYC | 09/08/12 | 09/08/12 | Sat 9-1030a Channel 3 News 9am Sat | CM | 9a-1030a | - - - - - S- | :30 | 2 | \$800.00 | P-3 | 0.00 | NM | 2 | \$1,600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | | Week: 09/03/12 | 09/09/12 | - - - - - S- | | 2 | | | \$800.00 | | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 57 | \$56,300.00 |